COURSE SYLLABUS

Marketing Strategy

Develop a marketing plan around your audience and goals. Practice market research, explore digital channels, and use performance indicators to evaluate campaigns.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/marketing-strategy



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Course Outline

Section 1: Introduction to Marketing Strategy

Overview of Marketing Strategy

- Definition and importance of marketing strategy
- Difference between marketing strategy and tactics
- The role of marketing strategy in business success

Strategic Marketing Planning Process

- Understanding the strategic marketing plan
- Key components of a marketing strategy
- Aligning marketing strategy with business goals

Section 2: Market Research and Consumer Insights

Market Research Fundamentals

- Types of market research (primary vs. secondary)
- Methods of data collection and analysis
- Tools for market research (e.g. surveys, focus groups, analytics)

Consumer Behavior and Insights

- Understanding consumer needs and behavior
- Segmenting and targeting the right audience
- Developing buyer personas

Section 3: Competitive Analysis and Positioning

Competitive Analysis

- Identifying competitors and analyzing their strategies
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

- Benchmarking against competitors

Brand Positioning

- Defining value propositions
- Positioning your brand in the market
- Differentiation strategies

Section 4: Marketing Mix Strategy (The 4 Ps)

Product Strategy

- Product lifecycle and innovation
- Product portfolio management
- Brand development and management

Price Strategy

- Pricing models and strategies
- Understanding price elasticity and consumer perception
- Competitive pricing and value-based pricing

Place (Distribution) Strategy

- Channel strategy and management
- Direct vs. indirect distribution channels
- The role of logistics and supply chain in marketing

Promotion Strategy

- Integrated marketing communications (IMC)
- Advertising, PR, and sales promotions
- Digital marketing and social media strategies

Section 5: Digital Marketing Strategy

The Role of Digital Marketing in Modern Marketing

- Overview of digital marketing channels (SEO, SEM, social media, email, etc.)
- Creating an online presence and digital brand identity
- The importance of content marketing

Data-Driven Marketing

- Leveraging analytics and data for strategic decision-making
- Tools and platforms for digital marketing analytics
- Measuring and optimizing digital marketing campaigns

Section 6: Product and Brand Management Strategy

Product Development and Innovation

- Managing product lines and portfolios
- Strategies for launching new products
- Case studies on successful product strategies

Brand Equity and Value

- Building and sustaining brand equity
- Brand extension and co-branding strategies
- Brand loyalty and customer retention

Section 7: Customer Relationship Management (CRM) and Loyalty Programs

CRM Fundamentals

- Importance of CRM in marketing strategy
- Tools and platforms for CRM (e.g., Salesforce, HubSpot)
- Creating a customer-centric culture

Loyalty Programs and Customer Retention

- Defining effective loyalty programs
- Strategies for customer retention and lifetime value (CLV)
- Case studies on successful CRM and loyalty strategies

Section 8: Developing and Implementing a Marketing Strategy

Strategic Planning Process

- Steps to develop a comprehensive marketing strategy
- Setting SMART objectives and KPIs
- Budgeting and resource allocation

Implementation and Monitoring

- Executing the marketing plan
- Monitoring and adjusting strategies based on performance
- Tools for tracking and reporting on marketing efforts

Final Project: Marketing Strategy Presentation

Students will develop and present a comprehensive marketing strategy for a real or hypothetical business, incorporating the principles and techniques learned throughout the course.